



TERMS OF REFERENCE

Hankede & Gaafaru Teaser video

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Issued by:

Maldives Fund Management Corporation Ltd.

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1. Terms of Reference

Hankede & Gaafaru Teaser video

1.1 Background

Maldives Fund Management Corporation (MFMC) is seeking prospective videographers / video editors to supply a teaser video for MFMC's upcoming real estate projects in the central and south atolls of the Maldives.

The selected materials will be used for MFMC communication and visibility purposes.

Maldives Fund Management Corporation is a 100% state-owned establishment by the presidential decree on 3/20190, with the mandate to pursue capital market solutions for the government's development needs while facilitating private sector development subsequently creating opportunities for the local and foreign investors to benefit from the investments in various sectors in the Maldivian economy.

Hankede Integrated Tourism Development:

Located in the southernmost atoll of the Maldives, this project will feature the first real integrated tourism development that will bring a new dynamic to the Maldives tourism sector.

The project will develop different categories of real estate to be sold to private buyers.

Along with multiple hotel properties varying from 35 to 150 rooms with world class facilities. Commercial spaces with shopping and different F&B facilities, and a cluster of floating residences. All on the same island.

Gaafaru Lagoon Integrated Tourism Development Project:

Located 60km north of Male' the capital, Gaafaru Lagoon Integrated Tourism Development Project, is an ambitious project that will make this lagoon one of the most iconic and exclusive neighborhood in the world.

The project will create inside the lagoon, 14 private islands to be sold to private buyers. 2 integrated 5-star resorts with long term purchase options on the rooms are to be developed along with a cluster of floating residences, yacht marina and an international airport.

1.2 Objectives

The aim of this project is to showcase the luxurious experience of living in the Maldives. The videos provided should capture the essence of Maldives and present it as a family destination

1.3 Scope of Services

The selected contractor will concept will conceptualize the scripts and edit it in close consultation with MFMC based on the following concept.

1. Pre-production, production, and post-production of video (including but not limited to script writing, videography, video revisions, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc..) according to MFMC standards.
2. All videos produced must be of the highest quality to adequately represent the corporation.
 - a. The optimal standards are 1080 25p/1080 29.97p pr 30p/ A; the materials should be shot in 16:9, HD 1080.
3. The contractors shall use their own HD video camera, equipment and professional editing software.
4. Edit the footage in line with the scrip agreed and approved by MFMC. The video must also carry a consistent theme throughout the video with appropriate colour grading and pace.
5. Include appropriate MFMC branding and crediting of MFMC ownership for the produced video clip.
6. Any background music included must be relevant to the theme and script of the video. The firm may use third party content where required/appropriate with acquired rights.

1.4 Deliverables

The consultants shall complete the following deliverables and submit the following reports.

Deliverables
Production of 1 video with 30 seconds to 1 min duration
Development and approval of concept
Development of story board
Development of script
Coordination and approval of detailed scenarios for video production
Production of video
Delivery of draft
Post-production after draft approval.
Delivery of the final video along with the working files.

Note: The firm is expected to bear all costs related to shootings and production of the video. If specific footage of Gaafaru Lagoon or Hankede is required, MFMC will supply such material or make necessary arrangements for travel to and from the location.

1.5 Competencies of the bidder

The consultancy team shall have key personnel with the following minimum qualifications and experiences:

1. Previous experience in tourism related videography/video editing.
2. Production and editing at least 3 tourism related videos.
3. Strong portfolio in video production

1.6 Evaluation of Proposals

The proposals will be evaluated by the technical committee using the following technical criteria with respective corresponding weights.

Evaluation Criteria	Weight
Duration	20%
Cost: Provide a quotation indicative of total cost of services.	80%

Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services along with the following documents:

- CVs of Key Personnel
- Details of relevant experience with regard to the assignment
- Company Profile

Price proposals must be delivered in a written form to the address below (**in person**) by 1300 hrs Maldivian time on Tuesday, June 14, 2022.

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